



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates

3050 K Street NW

Washington, DC 20007

Contract # 326416

Schedule Dates 08/11/12-08/16/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1536 SKED B (134936)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1596
Account Types National/Political
Billing Type Standard
Comments OBAMA SKED B
OBAMA FOR AMERICA - SCHEDULE B

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Jill Hipskind
CO-OP No
Headline # 06272874
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,531.25
Net Total \$48,343.75
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Aug. 2012	47	\$56,875.00
Grand Total:	47	\$56,875.00

Line	Line Type / Break Type	(Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	10A- 11A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR. PHIL LTC:9/7/12	8/10/12
2.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	11:35P- 12:02A (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	MIGHTYLINE	8/10/12
3.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	10:58A- 12P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	THE VIEW	8/10/12
4.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	12:05A- 1:05A (EST)	2	X	X	X	X				2	\$350.00	\$700.00	Charlotte (WSOC)	JIMMY KIMMEL	8/10/12
5.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	12P- 1P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/10/12
6.0	Normal Line / Spot		08/13/12-08/16/12	5	:30	4P- 5P (EST)	1	X	X	X	X				1	\$825.00	\$825.00	Charlotte (WSOC)	DR. OZ	8/10/12
7.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5A- 5:30A (EST)	4	X	X	X	X				4	\$600.00	\$2,400.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12
8.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5P- 5:30P (EST)	4	X	X	X	X				4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/10/12
9.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	5:30A- 6A (EST)	4	X	X	X	X				4	\$650.00	\$2,600.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12
10.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5:30P- 6P (EST)	4	X	X	X	X				4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/10/12
11.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/10/12
12.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	6:30A- 7A (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 326416
Schedule Dates 08/11/12-08/16/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1596 SKED B (134936)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1596
Account Types National/Political
Billing Type Standard
Comments OBAMA SKED B
OBAMA FOR AMERICA - SCHEDULE B

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Jill Hipskind
CO-OP No
Headline # 06272874
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,531.25
Net Total \$48,343.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Aug. 2012
Grand Total :
Spots 47
Rate \$56,875.00
\$56,875.00

Line	Line Type / Break Type	(Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	6:58P- 7:30P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
14.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	7A- 8A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA 1ST HOUR	8/10/12
15.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	7:30P- 7:56P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/10/12
16.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	8A- 9A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA 2ND HOUR	8/10/12
17.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	9A- 10A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	REGIS	8/10/12
18.0	Normal Line / Spot		08/11/12-08/11/12	2	:30	12P- 12:30P (EST)	1						1		1	\$550.00	\$550.00	Charlotte (WSOC)	EYEWITNESS NEWS SATURDAY	8/10/12
15.0	Normal Line / Spot		08/11/12-08/11/12	2	:30	6A- 8A (EST)	1						1		1	\$700.00	\$700.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/10/12
20.0	Normal Line / Spot		08/12/12-08/12/12	2	:30	6A- 8A (EST)	1						1		1	\$700.00	\$700.00	Charlotte (WSOC)	SUNDAY AM NEWS	8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

AUG10/12 13.4
*** WSOC-TV ***

REP. #	OFF. #	220	SALESMAN	#
--------	--------	-----	----------	---

BUYER NAME LAURA BASSETT

SALES PRSN PH-NICK WELTE

WASHINGTON, DC 20007

ORDER # CONTRACT # 6272874

	CLASS:	NATL.	LOCAL	REGIONAL
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				
61				
62				
63				
64				
65				
66				
67				
68				
69				
70				
71				
72				
73				
74				
75				
76				
77				
78				
79				
80				
81				
82				
83				
84				
85				
86				
87				
88				
89				
90				
91				
92				
93				
94				
95				
96				
97				
98				
99				
100				

PRDCT	OBAMA SKED B	EST#1596	COMMENTS: (LINE, ORDER, INVOICE)
-------	--------------	----------	----------------------------------

FLIGHT DATES AUG11/12 AUG16/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG10/12	13.45
----------	-----------	----------------------	------	----------	-------

TO JILL
FR JARED
NEW OBAMA ORDER - SKED B
TOTAL \$56875
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - SCHEDULE B

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	:	:	:	: SPTS

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1596
AGENCY PRODUCT CODE = 101

1	1100P-1135P	30	\$3,500.00	8/11	8/16
---	-------------	----	------------	------	------

SA, M-TH

PROGRAM : EYEWITNESS NEWS 11P
CON COM1: EYEWITNESS NEWS 11P

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1100A PROGRAM : DR. PHIL LTC:9/7/12 CON COM1 : DR. PHIL LTC:9/7/12	30		\$600.00	8/13	8/16	2		M-TH	2
3			1135P-1202A PROGRAM : NIGHTLINE CON COM1 : NIGHTLINE	30		\$1,000.00	8/13	8/16	4		M-TH	4
4			1100A-1200N PROGRAM : THE VIEW CON COM1 : THE VIEW	30		\$700.00	8/13	8/16	2		M-TH	2
5			1205A-105A PROGRAM : JIMMY KIMMEL CON COM1 : JIMMY KIMMEL	30		\$350.00	8/13	8/16	2		M-TH	2
6			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1 : EYEWITNESS NEWS MIDDAY	30		\$700.00	8/13	8/16	2		M-TH	2
7			400P-500P PROGRAM : DR. OZ CON COM1 : DR. OZ	30		\$825.00	8/13	8/16	1		M-TH	1
8			500A-530A PROGRAM : EYEWITNESS NEWS DAYBREAK CON COM1 : EYEWITNESS NEWS DAYBREAK	30		\$600.00	8/13	8/16	4		M-TH	4
9			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1 : EYEWITNESS NEWS 5:00PM	30		\$1,700.00	8/13	8/16	4		M-TH	4
10			530A-600A PROGRAM : EYEWITNESS NEWS DAYBREAK CON COM1 : EYEWITNESS NEWS DAYBREAK	30		\$650.00	8/13	8/16	4		M-TH	4

REP HEADLINE# 6272874
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP

AUG10/12 13.4
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

20			600P-630P	30		\$1,200.00	8/11	8/11	0		SAT	0
----	--	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : EYEWITNESS NEWS SAT 6P
CON COM1 : EYEWITNESS NEWS SAT 6P

21			600A-800A	30		\$700.00	8/11	8/11	1		SAT	1
----	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : SATURDAY AM NEWS
CON COM1 : SATURDAY AM NEWS

22			600A-800A	30		\$700.00	8/12	8/12	1		SUN	1
----	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : SUNDAY AM NEWS
CON COM1 : SUNDAY AM NEWS

AUG/12 56875.00

CONTRACT TOTAL 56875.00
TOTAL SPOTS 47

MARKET TOTALS \$135,416 WSOC 42% WBTV 19% WCNC 20% WCCB 15% WJZY 2% WMYT 0% WAXN 2%

CABL 0%

SVC- NSI
DEMOS- RA35+*